

## A MESSAGE FROM THE COMMISSIONER

### ONLINE TICKETING



In the ongoing effort of our office to serve our member schools and all of our stakeholders, I am excited to inform you about our online ticketing program. This is just another example of how we have tried to work with you in moving our organization forward and making access to our championship events easier and more efficient. Let's reflect back on how we used to do business.

If a school was fortunate enough to qualify for our Championship Finals in a particular sport, we always offered an opportunity for the participating schools to sell tickets to their students and communities in advance. For the students, it would not be all that difficult as they were on campus every day and could go to the designated location that the school set up for ticket sales, typically the ASB Banker's Office or equivalent, and purchase their tickets. For the adults in the community, who were not on campus every day, they had an entirely different experience and in some ways not a very pleasant one.

First, they would have to arrive at the school during the school day, at hours not always convenient for working people. Second, they would have to find a place to park, which is not very easy on a high school campus these days. Third, they would have to register as a visitor in the Main Office, since they were coming onto a high school campus and all visitors must register as such, and then make their way to the ASB Banker's Office, or equivalent, to purchase their tickets. In many cases, when faced with all of these obstacles, the adults would simply give up and not get tickets in advance. Who could blame them? However, not getting tickets in advance can mean longer ticket lines at the venue on game day/night, sometimes resulting in fans not entering the venue until after the contest has already started. No one likes that scenario and we would like to do everything we can to try and avoid it.

Therefore, in an attempt to make ticket buying more convenient, we began to explore online ticketing and we piloted this concept at our Girls Volleyball and Boys Water Polo Championships this past Fall. We were very pleased with the results and as the Winter Playoffs approach, we are going to expand our online ticketing program to include our Boys and Girls Soccer Championships and Girls Water Polo Championships. Here is how it works...

- 1) If you are interested in purchasing a ticket to our Championship Finals, in the sports listed above, you will be able to go online and choose the event(s) you wish to attend and the number of tickets you wish to buy.
- 2) You may use a credit card, debit card, etc. to pay for your tickets. (There is a small convenience fee added to each ticket purchased.)
- 3) You then print out your individual ticket receipt (each individual ticket receipt has a unique barcode) or you can save each individual ticket receipt to your smart phone.
- 4) Finally, you take your printed ticket receipt or smart phone to the championship venue where you present them to our ticket takers, get your barcode(s) scanned and in you go.

I hope you are as excited as we are to continue to move forward and serve you better. I believe you will see that online ticketing will be able to do that and more. The Winter Playoffs are almost here. See you at the game!

All the best,

*Rob Wigod*

Rob Wigod  
Commissioner of Athletics

